

BPEN92MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORTPAGE: 1
DATE: 98-01-26
TIME: 10:10 AMPROMOTION : 800211 DORAL CONV/GAS-B2G1F - APRIL
DRIVE PERIOD: 80400

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION					
VAP					
CHAIN	1,766	2,121	44,541		
INDEPENDENTS	1,558	2,400	50,400		
VAP TOTAL	3,324	4,521	94,941		
NON-VAP					
CHAIN	94	103	2,163		
INDEPENDENTS	157	201	4,221		
NON-VAP TOTAL	251	304	6,384		
TOTAL CHAINS	1,860	2,224	46,704		
TOTAL INDEPENDENTS	1,715	2,601	54,621	TOT COMMITTED:	101,325
TOTAL ACCOUNTS	3,575	4,825	101,325	TOT REMAINING:	101,325-

Non-Region
'0' id out 16XX VAP
2/9/98

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